



Market Analysis Strategy

Hydra Pulse

Shanika Boyd - Equivity



Industry description and outlook

The global hydration market is expected to reach an estimated \$10.3 billion by 2023, with a CAGR of 5.6% from 2018 to 2023. Shifting trend of individuals towards smart health choices and fitness.

Objectives



Objective 1

Prove Market Viability



Objective 2

Develop a budget and strategy for crowdfunding



Objective 3

Detail Target Audience



Objective 4

Competitor Analysis

Existing knowledge

As per study, a human body should contain minimum of 50–60% of water level

The regulation of water balance is very important activity in a human body, as a loss of 1% of water in a human body it should be compensated within 24hr to avoid unnecessary causes. People are at greater risk of dehydration. Dehydration can affect consciousness and induce speech Incoherence, weakness, hypertension, etc

On an average, an adult should drink 1.5 l of water per day, as water is the only liquid nutrient that is really essential for body hydration [9].
9. A. Essalmi, H. Mahmoudi, "Neuro-genetic input-output linearization control of permanent magnet synchronous motor", *Journal of Theoretical and Applied Information Technology*, vol. 37, pp. 105-111, March 2012.

The elderly population is at an increased risk for dehydration for a number of reasons, including a decrease in the thirst sensation, a decrease in renal perfusion, an altered sensitivity to antidiuretic hormone and neurocognitive deficits. (source Dehydration, Hypernatremia, and Hyponatremia. Morley JE Clin Geriatr Med. 2015 Aug; 31(3):389-99.

Rowat et al. assessed dehydration in hospitalized stroke patients and discovered that dehydrated patients were

A glass of water being poured, with water splashing on a dark surface. The background is a dark, textured blue-grey. The glass is in the center, and water is being poured from the top, creating a splash and bubbles. The text "Dehydration in Relation to Chronic Disease" is overlaid in white, centered horizontally.

Dehydration in Relation to Chronic Disease

Health Disorder	Summary of findings
Chronic kidney disease	One population-based cross-sectional study showed reduced risk of developing chronic kidney disease associated with increased fluid consumption
Functional constipation	Some evidence to suggest dehydration is a cause of functional constipation. The strongest evidence favors increased fluid consumption to treat constipation during a state of dehydration and as an adjunct to a high-fiber diet
Colorectal cancer	Evidence largely from retrospective case-control studies showing an inverse relationship between increased water consumption and colorectal cancer. The beneficial effects are greater for distal tumors
Urolithiasis	Evidence largely from epidemiological studies and RCTs reporting beneficial effects of increased fluid consumption in preventing urolithiasis recurrence
CHD	Strongest evidence from a large prospective cohort study that reported that increased water consumption was inversely associated with reduced risk of fatal CHD events
Orthostatic hypotension	Good evidence linking dehydration and orthostatic hypotension, particularly in severe cases that result in significant hypovolemia
Diabetes mellitus	Evidence from a cohort study suggests an inverse relationship between increased water consumption and type II diabetes. Strongest evidence supports the link between dehydration and poor clinical outcome with diabetic ketoacidosis
Respiratory disorders	Evidence suggests that dehydration in the airways may result in bronchoconstriction, and inspiration of humidified air has been shown to be beneficial in obstructive airway disease. However, no link between total body fluid balance and bronchoconstriction has been found
Oligohydramnios	Good evidence from multiple RCTs and systematic reviews concluding that dehydration results in a reduced amniotic fluid index, which increases with rehydration

Source

Level of evidence (based on the Oxford Centre for Evidence Based Medicine, 2009) : Ia, systematic reviews (SRs) of RCTs with homogeneity; Ib, individual RCT with narrow confidence interval and >80% follow-up; IIa, SR of cohort studies with homogeneity; IIb, low-quality RCTs and large cohort studies; III, SR of case-control studies with homogeneity or individual

Intended outcomes



Hydration Reminders will be in high demand in the elderly population



Hydration Reminders will be recommended in conjunction with medication, therapies, and other health care solutions from health care providers.



Hydration Reminders will help those living with chronic illness live healthier lives.



Market

Hydration Products Market

Smart hydration products are products that help achieve optimal water consumption needs.

Market Segmentation

In terms of product, the global hydration products market can be segmented by product into hydration packs, purification, filtration, water bottles, monitors, and reminders. The hydration packs segment accounted for the majority share of the market in 2017 backed by the military & defense sector.

Based on end-use industry, the hydration products market can be classified into sports and military. The segment is projected to dominate the hydration products market during the forecast period.

****Based on this data Hydra Pulse stands to disrupt the industry. ****



Market size

Dehydration has been identified as an independent “ambulatory care-sensitive condition” or ACSC by the Agency for Healthcare Research and Quality (AHRQ) in the United States [17, 48]. In a large healthcare utilization study of more than 79,000 elderly patients admitted with a principal diagnosis of dehydration, about 50% had urinary tract infections and approximately the same percentage were listed as having respiratory and/or cardiac conditions [17]. A report from 2015 concluded that \$1.36 billion was spent to treat elderly patients hospitalized for dehydration [16].

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5734130/>

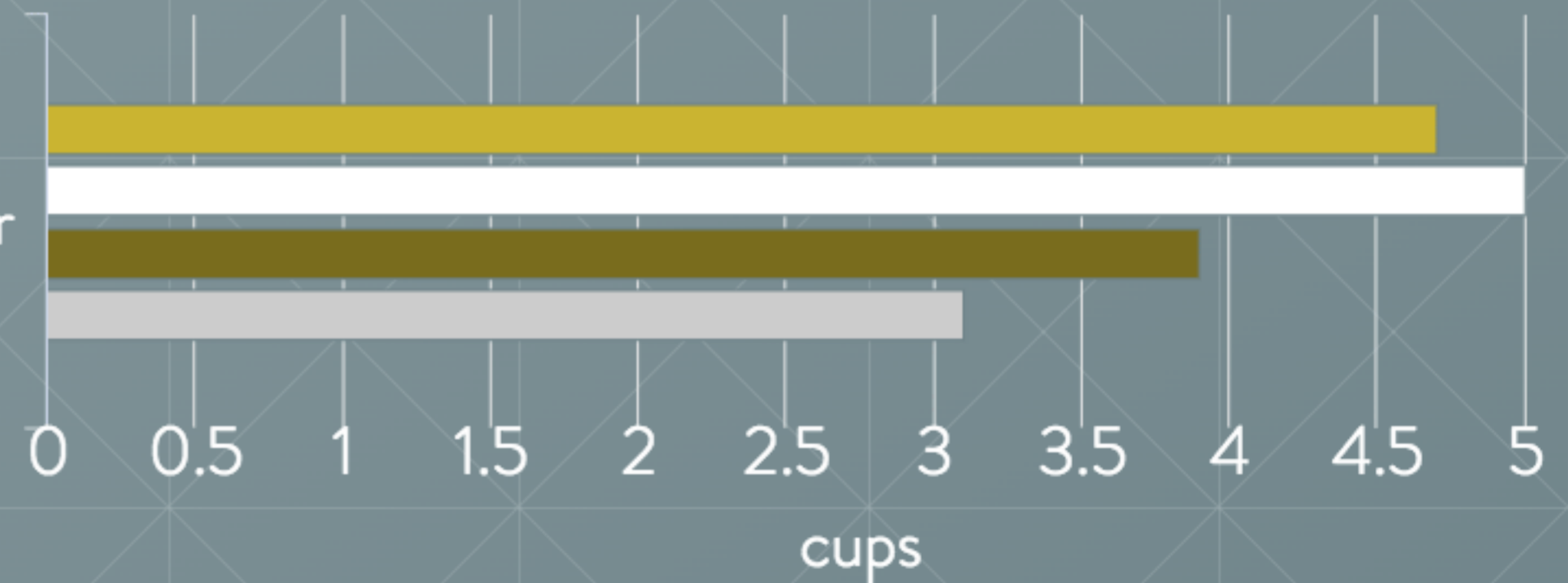
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National Cancer Institute’s 2007 Food Attitudes and Behaviors Survey

How Much Water



● 18-34 ● 20-39 ● 55-60 ● 60+

Barriers to entry

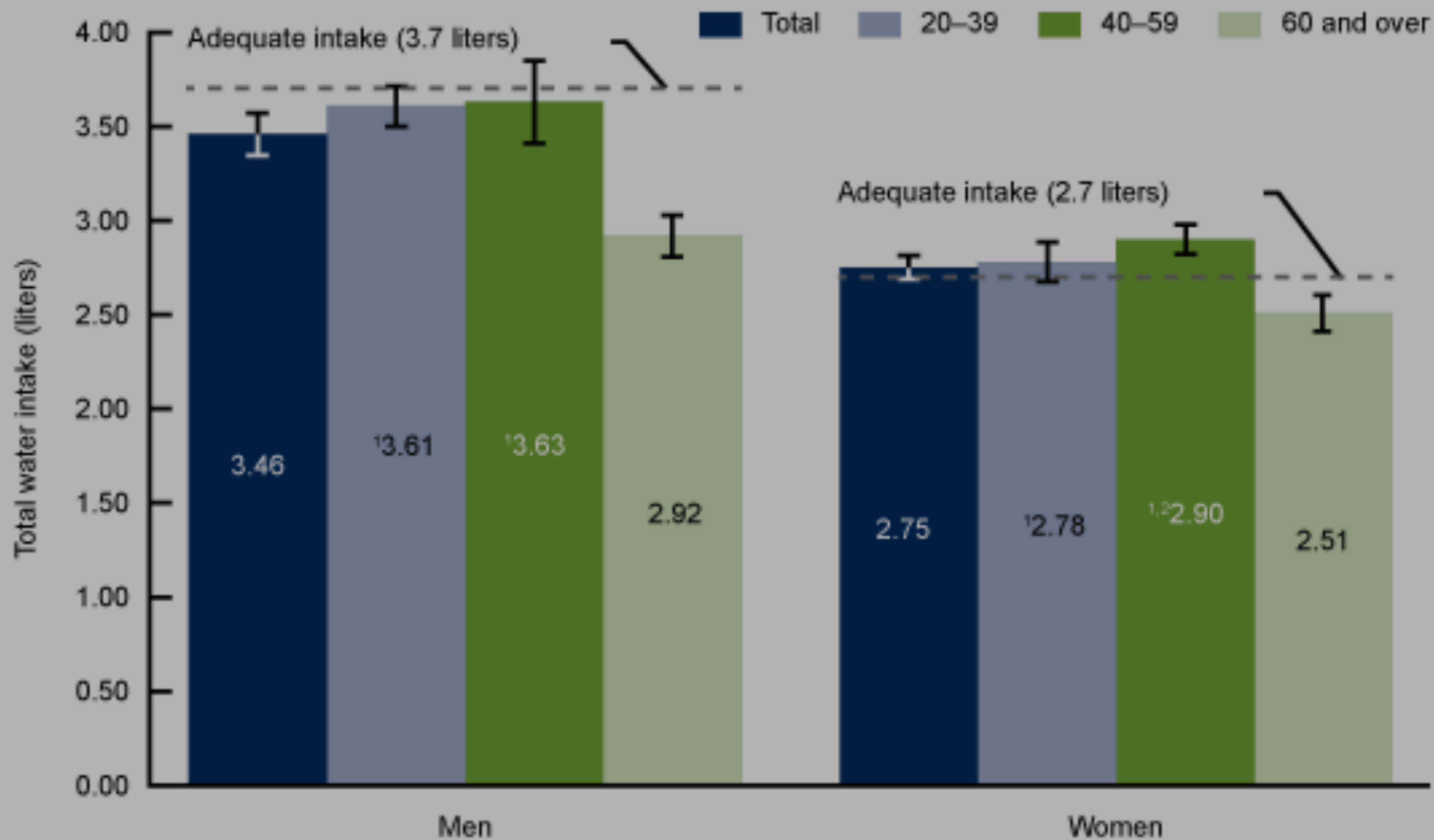
- Capital requirements
- Switching costs- (One Ulla is 28.00 USD)
- Access to brick and mortar distribution channels (Retail stores, Healthcare Providers, Nursing Homes)
- Industry competition and the threat of substitutes (Smart Water Bottles, Hydration Monitors)

The background of the slide features a dark blue, almost black, surface with concentric, glowing white and light blue ripples emanating from the center, creating a sense of depth and movement. The text is overlaid on this background.

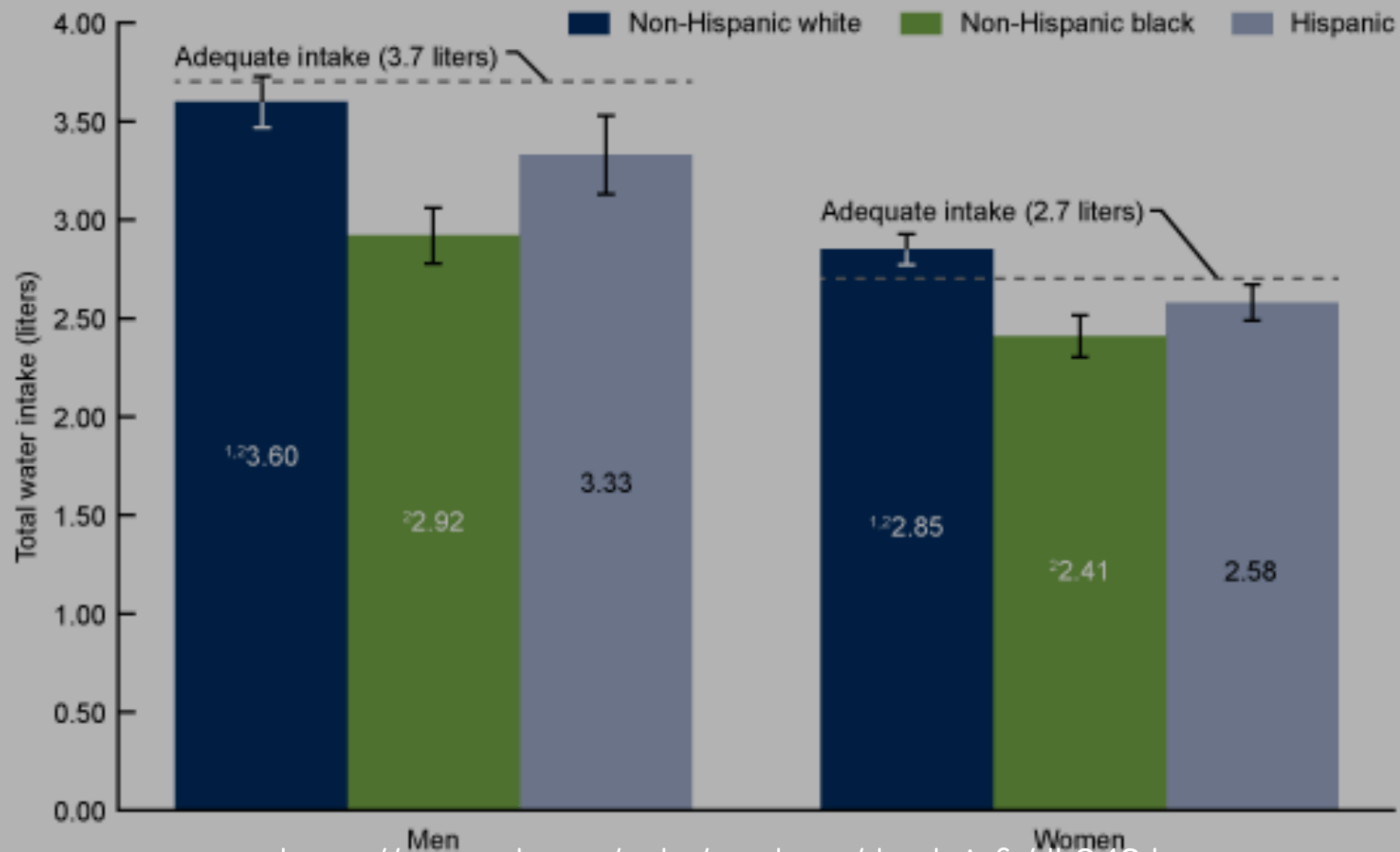
Market

Hydration Reminder Market

Age Demographics



<https://www.cdc.gov/nchs/products/databriefs/db242.htm>



A large crowd of people is gathered on a snowy hillside, likely for a winter festival or event. The crowd is dense and diverse, with many people wearing winter clothing like hats, scarves, and jackets. In the background, a building with a prominent dome is visible, surrounded by trees. The overall scene is festive and lively.

Potential customers

Target market



Elderly Ages 60+



Nursing Homes & Managed
Care Facilities



Healthcare Providers of
Chronic Illness



Retail Pharmacies (CVS,
Walgreens)

This is for the basic model of the Hydra Pulse

Tier 1 Target – Senior Women 60+

Senior Women with low physical activity had the lowest total water intake per day (2.55 L), followed by moderately active (2.73 L) and highly active (2.98 L) women.

User persona

White Woman age 65+



Rose Smith

White Woman: 65 years-old
Job: Retired
Education- College Educated
Married - Grown Kids - 2
grandkids
Location: Suburban Living
Likes: Reading, Traveling, Book
Clubs, Walking in Nature,
Pet Owner

Dalai Lama XIV

“Choose to be optimistic, it feels
better.”

”

Characteristics

- *Observant*
- *Evenly balanced between using logical and emotion to make decisions.*
- *Judges instead of using perception*
- *Assertive*
- *Prefers simple, but well-designed products*
- *Budget-conscious but will invest in quality*
- *Active in activities such as walking/yoga*

Goals:

- *Would like to be healthier*
- *Needs to lose weight*
- *Would like better skin*

Technology:

- *iPhone user*
- *Owens a laptop computer- PC*
- *Shops from Desktop and/or Tablet due to the screen being larger*

Advertising :

- *Television*
- *Facebook ads*
- *Buys products with good reviews or referred from a friend*
- *Buys online but enjoys in-person shopping*

AGE	65	70	80
EDUCATION	College-Educated	stay a home mom but college educated	No college
FAMILY	Married with kids and grandkids	Married with kids and grandkids	Divorced with kids and grandkids
WORK	Retired but works part-time	N/A	Retired Administrator
INCOME	45-75k	70-150K	50k-90k
LOCATION	Lives in home	Senior Living Community Unassisted	Senior Living Community-Assisted
ETHNICITY	White- non hispanic	White- non hispanic	White- non hispanic
INTEREST	Book clubs, walking clubs, volunteers, Facebook and Facebook groups, Very Active, Travels	Book clubs, walking clubs, volunteers, Facebook and Facebook groups, Knitting Clubs, Traveling, AARP Memeber, Active	Walking clubs, Book Clubs, AARP Memeber, Moderatly Active, Babysits grandkids,
CHALLENGES	Forgets to drink enough water, not very tech savvy,	May babysit grandkids so forgets to drink water, not very tech savvy,	May babysit grandkids so forgets to drink water, not very tech savvy,
HOMELIFE	manages all doctors appointments and social engagements for herself and husband. cooks all meals	manages all doctors appointments and social engagements for herself and husband, cooks all meals for family	manages all doctors appointments and social engagements for herself, has a companion
HEALTH	Good health, no chronic illness, tries to eat healthy	Fair Health, may have one chronic illness, tries to cook healthy.	Fair to Poor Health. More than one Chronic Illness, Eats what she wants, Frequently forgets to drink enough water



Market

Hydration Reminder Market

Race Demographics

AGE	65	70	80
EDUCATION	College-Educated	stay a home mom	No college
FAMILY	Married with kids and grandkids	Married with kids and grandkids	Divorced with kids and grandkids
WORK	Retired but works part-time	N/A	Retired Administrator
INCOME	35-65k	50-70K	35k-55k
LOCATION	Lives in home, still independent	Lives with family	Lives with Family
ETHNICITY	hispanic	hispanic	hispanic
INTEREST	Watching TV, Facebook, Very Active, Travels, Attends Mass, Babysits grandkids, works part-time. Has iphone but uses it more to Facetime grandkids and text	Facebook, Babysits grandkids, may volunteer at church, cooks for family traditional meals, Catholic, Conservative values	Still cooks for family when up to it, very traditional, Catholic attends mass, Conservative values
CHALLENGES	Forgets to drink enough water, not very tech savvy, doesn't like to go to doctors so relies on home remedies.	May babysit grandkids so forgets to drink water, not very tech savvy,	May babysit grandkids so forgets to drink water, not very tech savvy,
HOMELIFE	manages all appointments and social engagements for herself and husband. cooks all meals for family. doesn't like to go to doctors so relies on home remedies.	manages all doctors appointments and social engagements for herself and husband, cooks all meals for family	Son or Daughter makes doctors appointments, few social engagements. Not very active and set in her ways
HEALTH	Fair health may have one chronic illness, tries to walk more.	Fair Health may have one-two chronic illness, still makes own doctors appointments but needs to be reminded by children,	Fair-Poor Health, may have two-five chronic illness,

EDUCATION	Age 65-College-Educated	Age-70 on Disability	Age- 80No college
FAMILY	Divorced, Kids and grandkids	Widowed with kids, and grandkids	Widowed with kids and grandkids
WORK	Retired but works part-time	N/A	Retired Administrator
INCOME	45-60k	25-45K	20k-35k
LOCATION	Lives in home, still independent	Lives with family	Lives with Family or assisted living
ETHNICITY	African American	African American	African American
INTEREST	Watches TV, Facebook, Very Active, Travels, Church, babysits grandkids, works part-time to supplement income. Has iphone and is somewhat tech savvy, AARP member, book clubs, walking clubs, gym membership	Facebook but not alot, Babysits grandkids, volunteer at church, cooks for family traditional meals, Conservative values	Still cooks for family when up to it, very traditional,attends church 2 a week, volunteers at church
CHALLENGES	Forgets to drink enough water, goes to doctors	May babysit grandkids so forgets to drink water, not very tech savvy,	May babysit grandkids so forgets to drink water, not very tech savvy,
HOMELIFE	manages all appointments and social engagements for herself cooks all meals or eats out	manages all doctors appointments and social engagements for herself and husband, cooks all meals for family	Son or Daughter makes doctors appointments, few social engagements. Not very active and set in her ways
HEALTH	Fair health may have one chronic illness, tries to walk and go to zumba or group classes	Fair-Poor Health may have two-two chronic illness, still makes own doctors appointments but needs to be reminded	Fair-Poor Health, may have two-five chronic

Tier 2 Target – Chronic Disease Patients

Age 55–70+

Approximately 80% of older adults have at least one chronic disease, and 77% have at least two. Four chronic diseases—heart disease, cancer, stroke, and diabetes—cause almost two-thirds of all deaths each year.

<https://www.ncoa.org/news/resources-for-reporters/get-the-facts/healthy-aging-facts/>

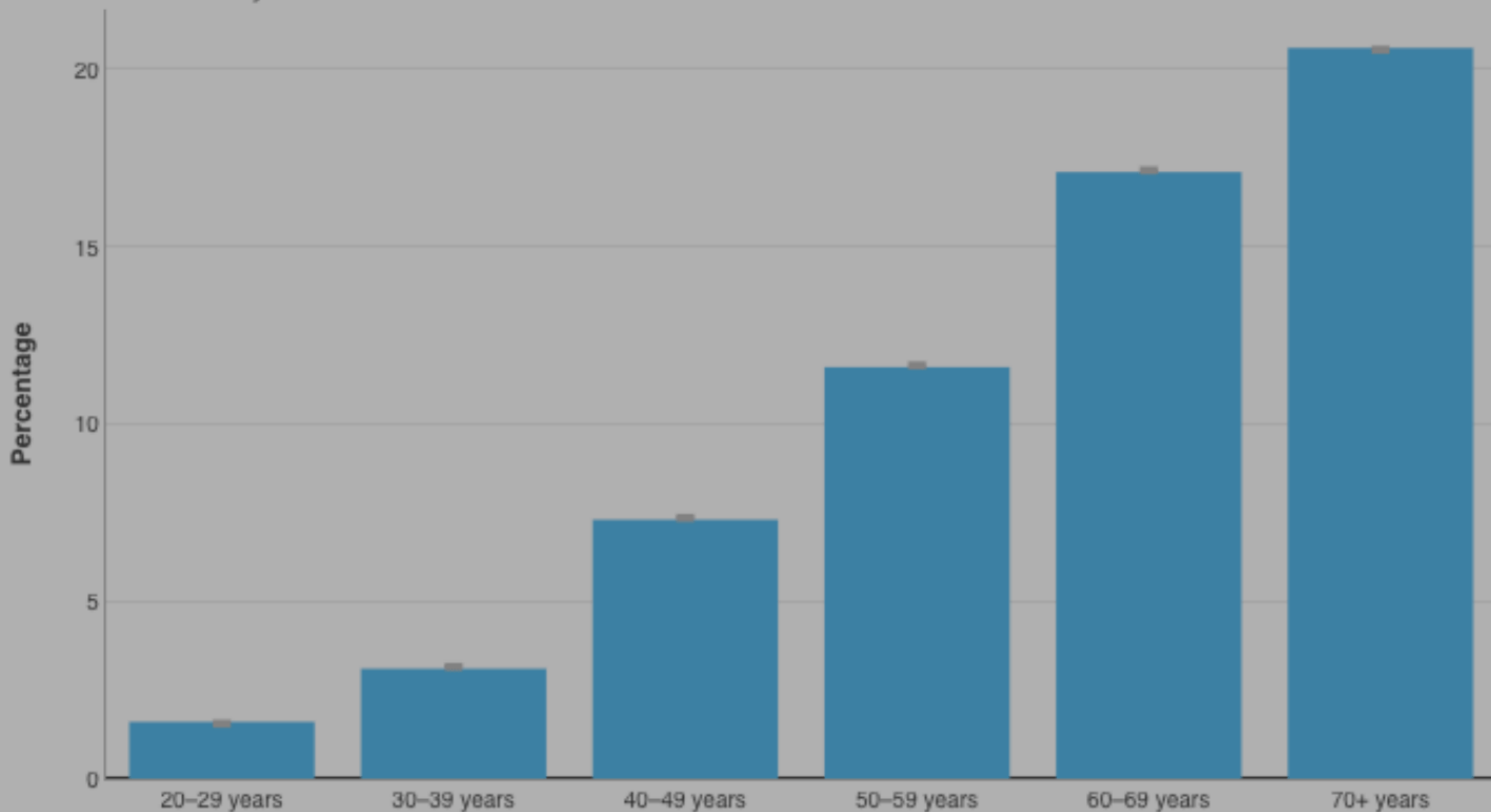
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Chronic Disease Elderly Patient Facts

- Chronic diseases account for 75% of the money our nation spends on health care, yet only 1% of health dollars are spent on public efforts to improve overall health.
- Diabetes affects 12.2 million Americans aged 60+, or 23% of the older population. An additional 57 million Americans aged 20+ have pre-diabetes, which increases a person's risk of developing type 2 diabetes, heart disease, and stroke. In a 2007 Centers for Disease Control and Prevention program for people at high risk for developing diabetes, lifestyle intervention reduced risk by 71% among those aged 60+.
- 90% of Americans aged 55+ are at risk for hypertension, or high blood pressure. Women are more likely than men to develop hypertension, with half of women aged 60+ and 77% of women aged 75+ having this condition. Hypertension affects 64% of men aged 75+.

Chronic Kidney Disease

Percentage of Patients with an ICD-9-CM or ICD-10-CM Code Indicating CKD by Age 2017
Veterans Affairs Health System



A doctor in a white lab coat with a stethoscope around their neck is looking at a tablet. The tablet displays a hospital website with a blue header and navigation menu. The text on the screen is partially obscured by the overlay text.

Tier 3 Target – Healthcare Facilities & Providers

Internist, Specialist, Nursing Homes, Home Healthcare agencies

Buying and shopping habits



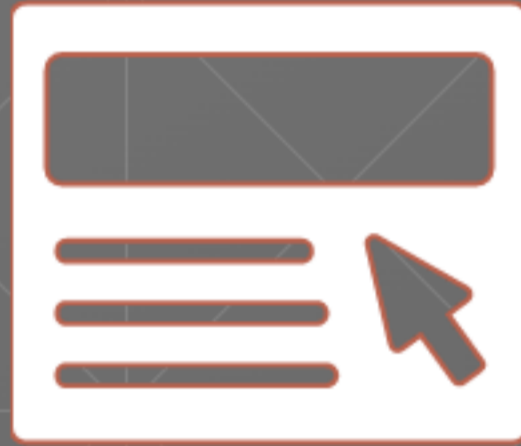
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The window of opportunity

For Research, Feedback & Fundraising

- **First 1:**
After a diagnosis of chronic illness or physical - Samples to Healthcare facilities and providers
- **Second 2:**
December- March when people are setting resolutions to get healthier
- **Third 3:**
Summer - when people are most active outside and the weather is warmer

Targeting



Online Surveys:
Survey Monkey- Audience



Healthcare Facilities
Medical Students
Home Healthcare Facilities



Facebook Ads & Groups
Pre-Crowdfunding Launch Online
Run Polls in Chronic Illness Groups
Run Polls in Groups Targeted to Target Market



The competition

Direct competitors



ULLA

Works with bottles of any shape, size & material

Hydration Reminder -

- Reminds you to hydrate if you forget
- Blinks before dehydration kicks in
- Tracks when you drink
- Fits on any water bottle
- Fully automated

Indirect competitors



Hydration Monitors
(LVL pictured)



Smart Water Bottles

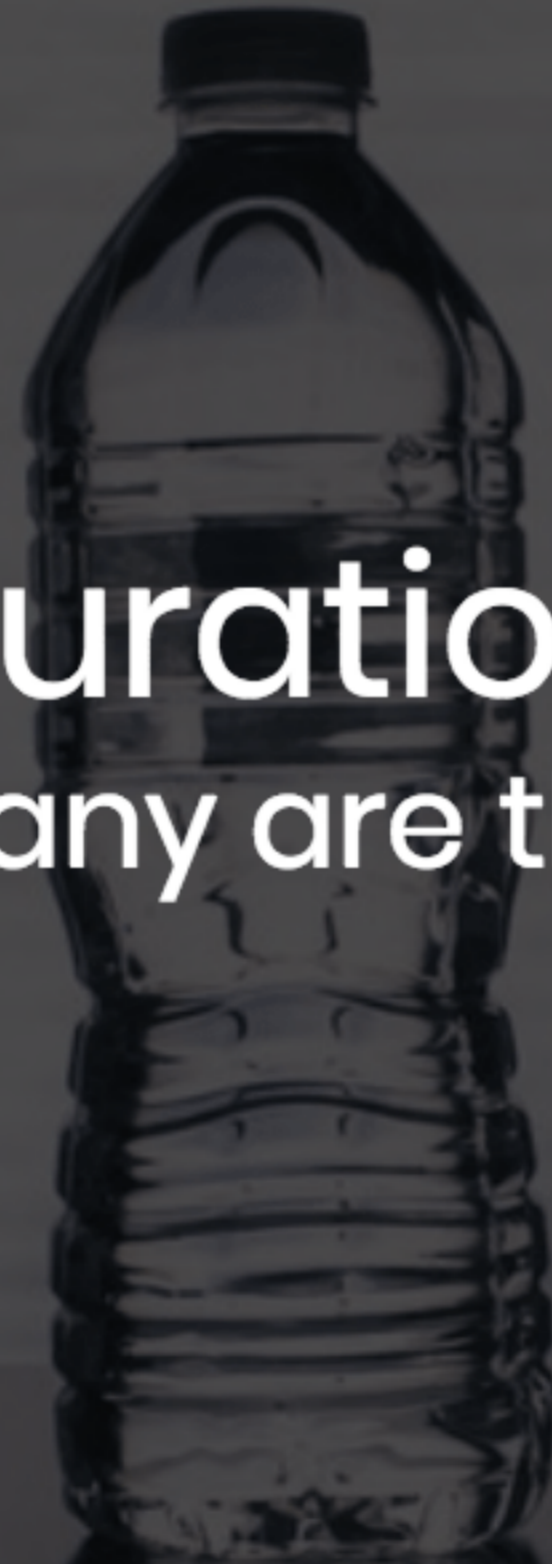
Hydration Monitors - LVL & Nix
<http://www.onevl.com>
<http://nixbiosensors.com>

Acumen Hydra-Alert Dehydration Watch

Smart Water Bottles-
<https://drinkupbottle.com/>
Hidrate Spark
<https://hydra-smartbottle.com>
<https://www.bellabeat.com/products/spark>

Saturation

How many are there

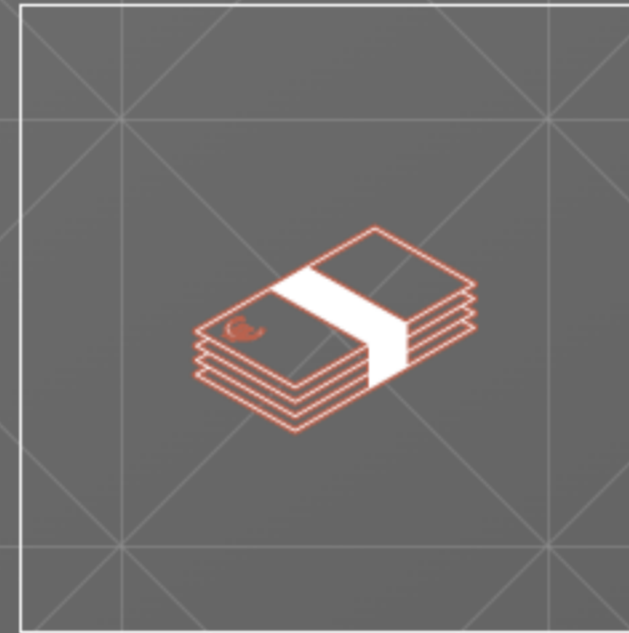


Direct Competitor Strengths

ULLA



Brand Recognition



Price Point



Product Placement:
Urban Outfitter
Amazon
Bariatric Pal
The Grommet

Direct Competitor Weakness

ULLA



Reviews are not that great.
They hold market share because there is no other product to compete with.



Product Design.
Not durable (breaks easily)
The strap comes off easy due to clip on the back of the product.
Easy to lose

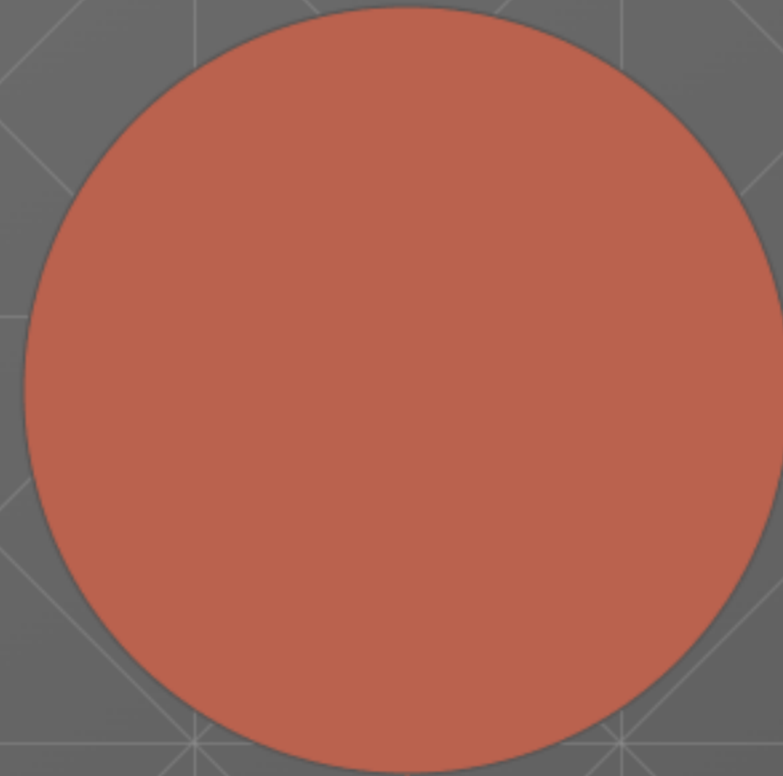


The product and company are from Europe.

Reviews: <https://www.amazon.com/Ulla-Smart-Hydration-Reminder-Lagoon/dp/B06XSNQW7Y>

Market share

Hydration Reminders



ULLA - 100

Over 280,000 units sold

The image features a dark, vertically-grained wooden background. Three stylized human figures, resembling paper cutouts, are arranged in a row. Each figure is light gray and has small circular fasteners at the joints of its arms and legs. The figures are positioned in the upper, middle, and lower portions of the frame. Overlaid in the center of the image is the text "Revenue Potential" in a white, sans-serif font.

Revenue Potential

Pricing and gross margin

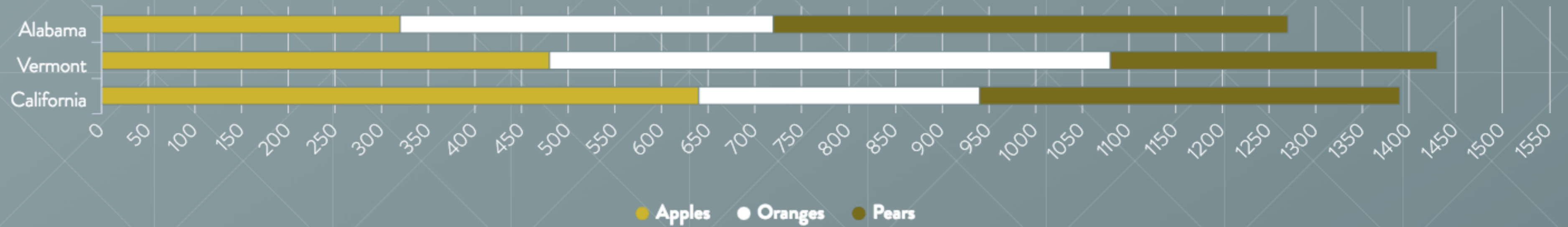


- **Objective 1:**
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- **Objective 2:**
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- **Objective 3:**
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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Projections Next Period



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Average Revenue per Transaction

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Next Steps



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- 1. This is how we do it 1.**
- 2. This is how we do it 2.**
- 3. This is how we do it 3.**



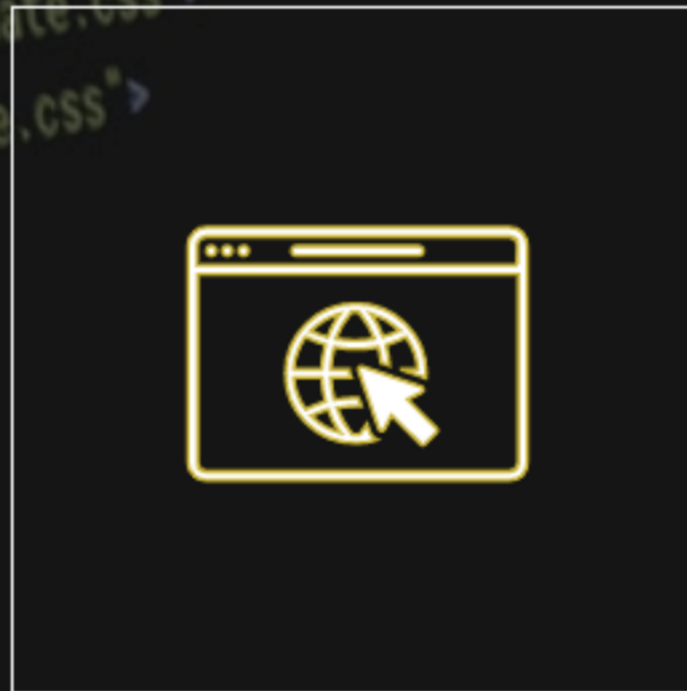
Budget

Item	Survey Monkey-Audience	Brand Awareness/Crowdfunding Campaign	Equivity/One Time	Equivity Monthly	Product Marketing/ After Crowdfunding Campaign
Marketing			1633.00	1419.00	
Research	1375.00				
Social Media Ads		500-1000 monthly			1,000 a month
PR		250-500			
Influencer Marketing/ including health care professionals		1000.00			
Google Ads (Future)					1000 a month

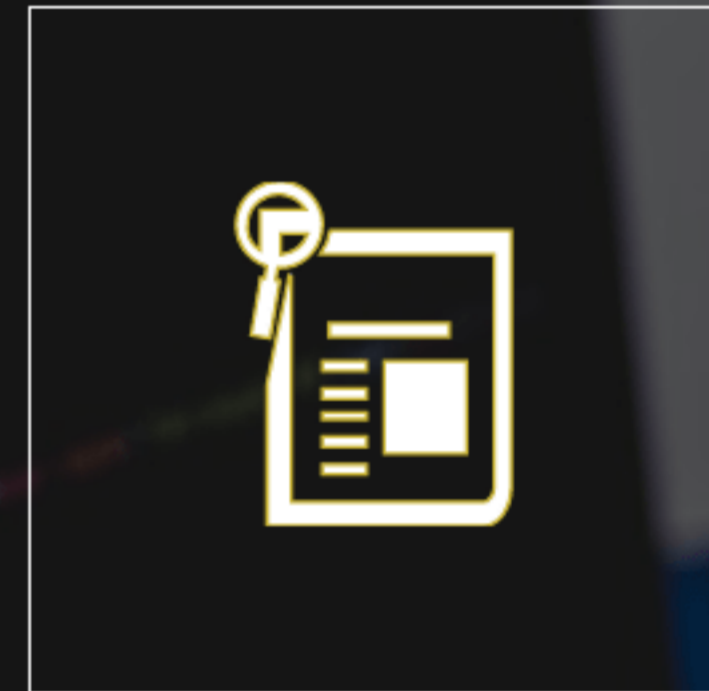
Data Acquisition



Target Audience



The internet



Research

What have their challenges and successes been?

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Nam libero tempore, cum soluta nobis est eligendi.

Regulations

\$52,841
Lorem

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80,976
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Roadmap

Feb-April



First

- Create Market Research Questions
- Do a promotional video for Hydra Pulse
- Create pricing for Hydra Pulse
- Finish Mockups
- Assemble Press Kits



Second

- Create Social Media Pages
- Social/ Content Marketing Strategy to educate the public
- Start outreach to Facebook groups geared to chronic illness and the elderly.
- Choose crowdfunding platform



Third

- Market Research with Survey Monkey
- Crowdfunding/PR Strategy
- Setup Indiegogo
- Prototype
- Launch PR strategy with Press Kit and Prototypes



Fourth

- Launch Facebook Ads
- Launch Influencer Outreach
- Guest Blogging
- Optimize and Report